



City of Berkeley



City Manager's Office
Martin Luther King, Jr.
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2180 Milvia Street
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September 12, 1985

AUG 27 1991

UNIVERSITY OF CALIFORNIA

To: Members of the City Council Committee on the Waterfront
From: Daniel Boggan, Jr., City Manager
Subject: PREFERRED ALTERNATIVE FOR THE BERKELEY WATERFRONT PLAN

The ROMA consulting team has prepared the attached draft of the Preferred Alternative for the Berkeley Waterfront Plan. This recommendation addresses the directions given by the City Council in its approval of the attached statement, "Framework for the Preferred Alternative," on July 25, 1985. This action followed an intensive planning process beginning in January 1984, and including the submission of community proposals, collecting of basic data by the consultants, selection of alternatives for evaluation by the Council, approval of evaluation criteria by the Council, and completion of the report evaluating the alternatives. Each step in this process has included public hearings and workshops at the Commission and Council levels.

Further meetings are scheduled on the Preferred Alternative, as shown on the attached notice. Following Council approval of the Preferred Alternative, an amendment to the Berkeley Master Plan for the Waterfront, with an accompanying Environmental Impact Report, will be prepared for public review, hearings, and adoption by the Council.

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The Preferred Alternative addresses the direction from the Council as follows:

What Kind Of Development Should It Be?

The plan designates more than 80 percent of the 170-acre Waterfront for open space and recreational purposes, with a continuous shoreline public access system. The amount of private development would enable the City to achieve this kind of use at virtually no public expense, still allowing for a reasonable economic return to the developer. The plan would produce more than 1000 new jobs, most of them entry-level positions which would be available for unemployed Berkeley residents and a net annual tax revenue to the City of \$ 1 million initially, up to \$5.3 million at build-out.

1. Recreation And Open Space

The plan includes a wildlife habitat and nature study center on the Brickyard, four playing field, a multi-age playground, a launch site for windsurfing, an indoor recreation center, an outdoor amphitheater, and an exhibition center for the visual and performing arts. The Meadow, a prime open space resource, would be filled and contoured to meet landfill closure requirements, the annual part would thus be elevated by about 25 feet, thus creating interesting views. The Brickyard area is left open and natural, for possible future development of a beach. The north and south basin water areas are designated for boating, rowing, wind surfing, and other aquatic sports.

2. A Centerpiece, Visionary Public Use

The plan provides for a cultural facility near the Marina containing up to 30,000 square feet. The developer would provide land for this facility, either through dedication, public acquisition, or lease trade, but it would be developed and maintained by a public or non-profit agency. This center could include a youth employment program, in conjunction with Berkeley High School.

3. Recreational And Commercial

The Waterfront Center at the Marina contains 75,000 square feet of restaurant, retail, and water-oriented office use. The Sports Center in Phase II includes 20,000 square feet of restaurants and food outlets.

4. Conference Center

A 40,000 square foot Conference Center adjoins the hotel and the Meadow. It is designed as a single structure to accommodate a wide range of sizes of conferences, rather than as a series of small separate structures.

1. Introduction

The purpose of this report is to provide a comprehensive overview of the current state of the research in the field of [topic]. The report is organized into five main sections: Introduction, Literature Review, Methodology, Results, and Conclusion. The Introduction section provides a brief overview of the research topic and the objectives of the study. The Literature Review section discusses the existing research in the field and identifies the gaps in the knowledge. The Methodology section describes the research methods used in the study. The Results section presents the findings of the study. The Conclusion section summarizes the main findings and provides recommendations for future research.

2. Literature Review

The literature review in this section discusses the existing research in the field of [topic]. It identifies the gaps in the knowledge and provides a critical analysis of the existing literature. The review is organized into three main sections: Theoretical Framework, Empirical Studies, and Policy Implications. The Theoretical Framework section discusses the theoretical models and concepts used in the research. The Empirical Studies section discusses the empirical studies conducted in the field. The Policy Implications section discusses the implications of the research for policy-making.

3. Methodology

The methodology section describes the research methods used in the study. It includes a description of the data collection methods, the data analysis methods, and the statistical tests used. The methodology is organized into three main sections: Data Collection, Data Analysis, and Statistical Tests. The Data Collection section describes the methods used to collect the data. The Data Analysis section describes the methods used to analyze the data. The Statistical Tests section describes the statistical tests used to test the hypotheses.

4. Results

The results section presents the findings of the study. It includes a description of the results for each of the research questions and a summary of the main findings. The results are organized into three main sections: Research Question 1, Research Question 2, and Research Question 3. The Research Question 1 section presents the results for the first research question. The Research Question 2 section presents the results for the second research question. The Research Question 3 section presents the results for the third research question.

5. Conclusion

The conclusion section summarizes the main findings of the study and provides recommendations for future research. It includes a brief overview of the research objectives, a summary of the main findings, and a list of recommendations for future research. The conclusion is organized into three main sections: Summary of Findings, Recommendations for Future Research, and Final Remarks. The Summary of Findings section summarizes the main findings of the study. The Recommendations for Future Research section provides recommendations for future research. The Final Remarks section provides a brief overview of the research and its significance.

5. Lodgings And Accommodations

The plan includes a 500-room hotel in Phase I and a 350-room hotel in Phase II. They would be near the recreational and conference facilities and would take advantage of the unique waterfront environment.

6. Housing

The Preferred Alternative does not call for housing. The consultants found that a substantial number of units, probably 600, would be needed to establish a new residential community on the Waterfront. This amount of development would change the predominantly recreational and open space character of the area, which is the stated intent of the Council. To obtain the necessary level of internal subsidy to provide moderate income units, it would probably be necessary to include a substantial amount of office use, which the Council has indicated would not be desirable. Housing subsidies, whether internal or external, to new or existing housing, could be applied more effectively elsewhere in the City than on the Waterfront, with its relatively high development costs.

7. Offices

The plan calls for no more than 25,000 square feet of marine oriented office space in the Waterfront Center near the Marina. This is needed to support the other water-related uses in this area.

8. Other Uses

The consultants reviewed the idea of including a Produce Center but did not recommend it. Such a center would be economically marginal and would likely require a subsidy by the City. It would be closed to the general public and probably surrounded by heavy fencing, for security reasons. This kind of use would not enhance the Waterfront environment.

Agricultural use on the Waterfront would be difficult because of the shallowness of the soil, which will be placed on top of the sealed landfill. Irrigation would create problems of surface runoff into the Bay, because of the slope that will be needed to assure drainage. Aquaculture might be possible, if it did not interfere with the recreational use of the water areas.

Where Should Development Take Place?

1. North Basin Strip

This area includes a hotel and non-profit sports center, along with extensive other recreational facilities. However, the consultants do not recommend placing all development in this

1. Introduction

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area, because the area north of the lease line cannot be developed until after 1997. The placement of development would buffer the open space from freeway noise.

2. Meadow

The Meadow has been left open, except for the open air amphitheater, which could be used by the Berkeley Shakespeare Festival.

3. East Meadow

The consultants recommend this area as prime for development, because of its accessibility, its availability for early development, and the enhancement value of the Meadow open space. The 500-room hotel and adjacent conference center are included here, along with two playing fields. Allowing development in this desirable location strengthens the revenue stream from the project, helps to sustain the recreational and open space uses elsewhere on the Waterfront, and allow the City to meet its low-density objectives for the area.

4. Marina Edge

A Waterfront Center of one to-two stories, containing 75,000 square feet of restaurant, retail, and office use, as well as a 30,000 square foot cultural center are included. These uses are small in scale, would complement the other activities at the Marina, and would make the Marina more open and inviting to the general public.

5. Brickyard

The Brickyard is left open and natural. The only structure would be a 10,000 square foot public use facility, which could include a youth hostel and nature study center.

6. South Of The Brickyard

There is no development in this area except a continuous shoreline path, with provision for future development of Berkeley Beach.

7. Horsebarn Area

The 350-room Phase II hotel is in this area.

What Should Development Look Like?

The placement and height of development preserves major view corridors, from University Avenue, Gilman Street, and from the Waterfront to the Berkeley hills. The highest buildings, the two hotels, would not exceed 45 feet in height. Development near the water's edge would not exceed 25 feet in height. The floor area

ratio in the areas where development would take place is well below the .5 recommended by the City Council.

How Much Development Should Take Place?

Phase I, from University Avenue to the lease line, would contain approximately 435,000 square feet of development. The total in both Phases I and II would be approximately 705,000 square feet of development. This amount of development would attain the basic goals of the City as expressed in the Council's action, and would also provide a reasonable economic return to the developer.

Data on traffic impacts of the Preferred Alternative and the proposed design of the University Avenue/Interstate 80 interchange, being prepared under a separate contract with DKS will be incorporated into the final report on the Preferred Alternative.

Waterfront development would not be expected to have an adverse economic effect on other parts of Berkeley such as Downtown. The uses called for in this plan are particularly related to the water, and would be unlikely to locate elsewhere in the City.

Planning Process

Following Council action on the Preferred Alternative, staff will prepare the policies to be included in the amendment to the Berkeley Master Plan for the Waterfront. This document will include specific city policies and standards for uses, heights, locations, and performance criteria. The amendment will be written so that it can be translated readily into an implementation document, either a zoning amendment or a specific plan. This Master Plan amendment, as noted above will be presented for public review, hearings, and adoption by the City Council.

Attachments:

1. Framework for the Preferred Alternative, 07/25/85
2. Notice of Meetings
3. Description of Preferred Alternative



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July 25, 1985

To: Honorable Mayor and
 Members of the City Council

From: Daniel Boggan Jr., City Manager

Subject: FRAMEWORK FOR THE PREFERRED ALTERNATIVE: BERKELEY WATERFRONT PLAN
APPROVED BY CITY COUNCIL, JULY 25, 1985

The following statement was approved by the Berkeley City Council on July 25, 1985 to give direction to the ROMA consultants for preparation of the Preferred Alternative for the Berkeley Waterfront Plan. The report reflects the recommendations of the Waterfront, Parks and Recreation, Transportation, and Civic Arts Commission and Project Area Committee. It responds to the four questions in the Framework for the Preferred Alternative, Chapter III of the Technical Evaluation Report prepared by the ROMA consultants: What kind of development should it be? Where should development take place? What should it look like? How much development should take place?

What kind of Development Should It Be?

The Berkeley Waterfront should become part of a continuous East Bay shoreline open space system. An appropriate amount of private development should take place, to make the Waterfront part of a vibrant urban community, attractive to and usable by people.

The following uses listed 1 through 4 are in order of priority; those following do not reflect an agreed-upon preference. In all types of development a top priority consideration must be to meet the job needs of unemployed and underemployed Berkeley residents, in both construction and permanent jobs.

1. Recreation and Open Space

These are top priority uses for the Waterfront, they should encompass a range of recreational and ecological uses, including:

- a. A continuous shoreline band as shown in alternatives 2 through 4
- b. Wildlife habitat

FRAMEWORK FOR THE PREFERRED ALTERNATIVE

- c. Recreational uses for people of different ages,
- d. Water recreational uses, including protection of shoreline areas used for fishing from the impact of motor boats
- e. As suggested by the Parks and Recreation Commission 25 acres of playing fields could be provided
- f. Possible active recreation facilities that should be explored further include an amusement park, active play-learning center, play structures for children and adults such as giant slides and doughnut swings and an indoor recreation facility
- g. Berkeley Beach is a high priority, whether in the short or long term. It should not be precluded by short-term development or other uses
- h. An amphitheater for public presentations
- i. A location for the visual and performing arts, as suggested by the Civic Arts Commission

2. A Centerpiece, Visionary Public Use: A Multi-Cultural Center

The Waterfront is a uniquely appropriate location for a cultural center that reflects the diversity of Berkeley's people and the special character of the site as a gateway to and from the Pacific Ocean. A multi-cultural center could provide a setting for presentations and displays of arts, crafts, and the living environments of peoples from all nations and cultures joined by the Pacific Ocean, in an attractive setting conducive to both recreation and learning. Living exhibits showing the ecology of the ocean itself could be included. Dances, plays, poetry, food, and music presentations would attract visitors from diverse racial and ethnic backgrounds and provide training and employment for Berkeley residents. Offices for organizations devoted to international peace could be included.

3. Recreational and Commercial

Small-scale retail uses are desirable that offer recreational products and services, such as windsurfing and sailing equipment and lessons, bicycle and boat rentals, fishing supplies, and chandleries. A variety of restaurants is desired, especially inexpensive, family-oriented ones. These activities should meet the needs of people of all ages, income levels, disabilities and ethnic backgrounds. Implementation tools should be explored to meet these goals. Recreational commercial uses can help meet the targeted job goals of the City, as well as creating an interesting environment. The question of whether a major recreational use such as a Tivoli Gardens is desirable was not resolved. However, commercial theme parks and specialty commercial centers such as Pier 39 are not considered appropriate or desirable. Other kinds of small-scale retail and commercial uses especially water-related, which serve visitors to the Waterfront should be encouraged. They should also serve people of all ages, income levels, and ethnic backgrounds. The question of whether night-time uses such as movie theaters and other evening gathering places is appropriate was not resolved.

4. Conference Center

The Waterfront should include a mix of traditional conference facilities for University and business-sponsored events, as well as space for less formal gatherings and for community groups which cannot afford most conference/lodging facilities. The center should include lodgings which serve a variety of income and age groups. The consultants should explore how the center would affect other similar facilities downtown and elsewhere in Berkeley. The Commissions image is that the center should consist of small, separate structures rather than a single large structure.

5. Lodgings and Accommodations

Lodgings should orient toward and invite the public, rather than orienting inward. They should accommodate a range of income and age groups, including community uses. A hostel which provides low-cost accommodations for travelers and young people is highly favored. Lodgings that accommodate people visiting the Waterfront for conferences and recreational activities, that serve the Berkeley community, and that take advantage of the unique Waterfront environment are preferable.

6. Housing

Among the arguments for housing are that it helps meet the City's need for more units, assures 24-hour use of the Waterfront, creates a sense of neighborhood and community, provides linkage from the rest of the City to the Waterfront, and would enhance the quality of the Waterfront as a vibrant urban community. Argument against including housing include a lower economic return to the City and the developer, the potential for privatizing the Waterfront and intruding on potential public uses, the fact a socially viable community may be too large given other goals and community-oriented uses envisioned, possible hazards due to bay fill and risk of liquefaction, difficulty of obtaining low and moderate-income units, and the need to restructure the freeway to provide access.

If residential use is to be considered in the Preferred Alternative, the following questions should be addressed:

- a. How money toward income units could be provided?
How could a mixed-income development be subsidized?
What guarantees would assure retention at below market rate prices?
- b. How many units are required to create a viable residential community? How much squarefootage and land area would be needed?
- c. Are there environmental hazards on the site that are especially dangerous for residential use?..
- d. How could the design of a residential community relate it to the rest of Berkeley, visually and physically?
How could the design assure full public access to the water's edge?

FRAMEWORK FOR THE PREFERRED ALTERNATIVE

7. Offices

Offices, other than those needed for management of the preferred uses described above, are not appropriate for the Waterfront. This use has fewer entry-level jobs and great negative social and economic impacts than these other activities.

8. Other Uses

Conventional light or heavy industry is not appropriate. However, a Produce Center as well as agricultural and aquaculture should be explored. The Produce Center should be interesting in appearance, attract rather than exclude the public, include retail as well as wholesale outlets, and benefit local restaurants and food producers. The Center could include space for associated offices, public exhibits, and educational programs. The Preferred Alternative should indicate what public costs would be incurred by a Produce Center and how these costs could be covered.

Where Should Development Take Place?

As an overall guide, 65 percent of the Waterfront should be permanently preserved as open space. The city should attempt to achieve a continuous band of open space along the shoreline, as shown in alternatives 2, 3, and 4.

1. North Basin Strip

This is a top priority area for development. Buildings should be used to buffer the shoreline open space from the freeway and the noise it generates. However, views from the freeway should not be blocked, since the site provides the first view of the Bay for the southbound motorist. Possible uses include a produce market, a conventional urban hotel, housing with mixed uses, offices if they are to be built anywhere on the Waterfront, other uses which are more private than public, and uses which are heavy traffic generators.

2. Meadow

The Meadow has top priority for open space and active recreational uses.

3. East Meadow

This area should provide a sensitive visual transition between development to the northeast and the open space of the Meadow. The most easterly area could be considered for development, and playing fields should be considered for the rest. Development should not be allowed to extend to the west beyond the Frontage Road and University Avenue connection. Any development should be publicly oriented.

4. Marina Edge

The Marina Edge is not a priority for development, but the western portion should be considered for use as small scale commercial development if it is sited in such a way as to maintain a clear access and connectedness between the open space of the Central Meadow and the North Waterfront Park.

5. Brickyard

The prime use here should be open space. The Brickyard should be a strong focal point for access to the area and should preserve the view from the City and the Waterfront to San Francisco. A beach, nature study center, enhanced natural habitat, and landscaped park are recommended uses.

6. South of the Brickyard

This narrow band between the freeway and the water, extending south to Emeryville, could not accommodate any development other than extension of a continuous shoreline path and possible future beach improvements.

7. Horsebarn Acre

The most easterly area should be considered for development. The Waterfront band should be open space with connections to Fleming Point in Albany.

What Should Development Look Like?

The most easterly area should preserve significant views to and from the Waterfront: views from University Avenue directly to the West to the Golden Gate and across the Brickyard to San Francisco; views from the Gilman Street corridor; and views from the Waterfront to the Berkeley hills.

The height of development adjacent to the freeway should not exceed 45 feet, and should step down to 25 feet adjacent to the shoreline. The height of development within the University Avenue view cone at the Marina Edge should not exceed 25 feet.

To assure that the bulk of development respects the character of the Waterfront and adjacent Berkeley neighborhoods, building coverage within development parcels should not exceed 50 percent of the parcel; the Floor Area Ratio within development parcels should not exceed .5 (ratio of building area to site area).

Active ground level uses should be encouraged, especially next to public access and open space areas. Parking areas should be set back from public spaces. All roadways and parking areas should be generously landscaped and lighted to assure safety without visual intrusion into adjacent areas. Uses should connect to and be compatible with uses in nearby areas of Albany and Emeryville.

How Much Development Should Take Place?

A total of 500,000 square feet of development should be used as a working figure in the Preferred Alternative, to assure a reasonable economic return for the property owner, and to attain the basic benefits desired by the City.

The actual amount of development will depend upon the following factors, among others, which should be explored in the Preferred Alternative:

1. The feasibility of residential use, as described above, and the amount of square footage that would be required.
2. The potential for achieving desired public benefits, such as below market rate housing and public uses.
3. The potential for reducing site improvement costs to the developer, and thus increasing the opportunities for either reduced development or increased public benefits. Possibilities for external subsidies should be explored.
4. The assumption should be made that Albany and Emeryville will use a major portion of the total capacity at the Gilman and Ashby interchanges. The preferred alternative should attempt to retain a level of traffic service of at least "D" on nearby City streets in Berkeley in the light of development in adjacent cities.
5. The assumption should also be made that the University Avenue overpass will remain two lanes westbound, as called for in CalTrans' plans for reconstruction of the overpass.
6. Major pedestrian and bicycle crossings should be planned at the University Avenue/Aquatic Park area and farther north between Virginia and Gilman, including the possibility of those two locations. They should be located in such a way as to connect with the open space areas of the Waterfront.
7. The degree to which development on the Waterfront would have adverse effects on the Downtown, South Berkeley, and West Berkeley, which are target areas for revitalization.

PLANNING PROCESS

After the Draft Preferred Alternative is made available to the public in September, the remainder of the planning process should conform to the guidelines set out by the Waterfront Liaison Committee, Waterfront Commission, and Planning Commission in April. Those guidelines included adequate time for public review (10 days to 2 weeks), public workshops and public hearings clearly identified as such, adequate time for Boards and Commissions to make their recommendations to Council and for Council to review those recommendations (3 weeks suggested.) Given the importance of the Draft Preferred Alternative, there should be a broader participation in public workshops, with professional facilitators, followed by a joint commission workshop, in addition to the Public Hearing process.



Department Of Planning & Community Development

PLANNING FOR THE BERKELEY WATERFRONT

NOTICE OF EVENT

PRESENTATION AND MEETINGS ON PREFERRED ALTERNATIVE
FOR DEVELOPMENT OF THE BERKELEY WATERFRONT

Thursday, September 12
7:30 p.m.
Berkeley Community Theatre
1930 Allston Way, Berkeley

Presentation by Consultant to the
Council Committee on the Waterfront
and the public of their Preferred
Alternative.

Thursday, September 26
North Berkeley Senior Center
1901 Hearst Avenue, Berkeley
7:30 p.m.

Workshop on the Preferred Alternative
held by the Planning Commission and
other involved Commissions and public.

Thursday, October 3
7:30 p.m.
City Council Chambers
2134 Martin Luther King, Jr. Way
Berkeley

Joint Council/Commission Public Hearing
on the Preferred Alternative

Wednesday, October 23
7:30 p.m.
North Berkeley Senior Center
1901 Hearst Avenue, Berkeley

Joint Commission Workshop and Possible
Action on the Preferred Alternative

Tuesday, October 29
7:30 p.m.
City Council Chambers
2134 Martin Luther King, Jr. Way

City Council Action on Preferred Alternative

Related Information:

Development and adoption of a preferred alternative for development of the waterfront is the final step in waterfront planning before preparation and action on a Master Plan amendment. Based upon guidelines adopted by the City Council July 25, the consultant team is preparing a proposed preferred alternative. The September 12 meeting will be the initial presentation of the proposal to the City Council and community. Copies of this alternative will be available following the public presentation at libraries and for review or sale at the Planning and Community Development Department (Planning Division), 2nd Floor, 2180 Milvia

For More Information:

Contact Marjorie Macris, Planning Administrator (644-6534), Mary Reynolds (644-6534) or Delvin Washington (644-6490)

BERKELEY WATERFRONT PLAN

Preferred Alternative

September 12, 1985 Draft

PREPARED FOR THE CITY OF BERKELEY BY ROMA PLANNING AND URBAN DESIGN

Anthony/Fleming Associates, Community Involvement • ESA, Environmental Assessment • DKS Associates, Transportation
McGuire and Company, Market and Financial Analysis • PAD, Social Analysis • Wilson-Porter, Civil Engineering

PREFERRED ALTERNATIVE
September 12, 1985 Draft

The development of a preferred alternative for the Berkeley Waterfront is an integral step in the on-going planning process the City is pursuing to prepare an amendment to the City's Master Plan for the waterfront area. The Preferred Alternative is a description of the basic development components and responsibilities for the 170.4 acres of upland and 505.21 acres of submerged land privately held west of Interstate 80 along the entire City waterfront.

To develop a preferred alternative, the City has explored a wide range of development options for the waterfront, including: a new regional employment center created by a major commercial/office complex, a new residential neighborhood created by extending the existing City pattern across the freeway, and a major recreation-oriented development concept. Each of the basic development options considered by the City were comparatively assessed using a large number of physical, environmental, social, and economic factors. After considering the relative merits of each of the basic options, the City provided direction to staff and consultants to prepare a draft preferred alternative for recreation-oriented, low-density development that preserves, to the greatest extent practical, the open space qualities of this unique waterfront setting.

The Preferred Alternative is based on the premise that the waterfront is a special place within the City and region and that development should take advantage of its recreation potential and its value as open space. To reflect the broad range of recreational interests within the community, the Preferred Alternative incorporates an equally broad range of recreational opportunities including passive, active, civic-cultural, and commercial recreational activities with an emphasis on those that are water related.

In addition to meeting recreation and open space objectives, the Preferred Alternative will generate over 1,000 new jobs and is both fiscally sound and economically feasible.

OPEN SPACE AND DEVELOPMENT CONCEPT

The development within the Preferred Alternative is distributed to complement the adjacent open space and promote public accessibility throughout the waterfront. Conversely, the open space and recreation activities are organized to enhance the existing environmental qualities at the waterfront and, therefore, both the marketability and economic viability of the commercial development. The open space and development program includes:

1. The establishment of continuous shoreline public access with bicycle and pedestrian improvements, and the reconstruction of frontage road as a shoreline scenic drive that serves both development and open space on the waterfront;
2. The establishment of a nature preserve south of University Avenue at the Brickyard;
3. The use of the Meadow for passive open space purposes augmented by civic-cultural facilities such as open-air and indoor theaters, public exhibition space, museums, and community meeting rooms;
4. The location of a 500-room landmark quality hotel and conference facility adjacent to the freeway and University Avenue on the east side of the Meadow, similar in character to the Claremont Hotel in Berkeley or the Del Coronado Hotel in San Diego;
5. The extension, along the Marina edge, of the existing pattern of development on the City's property providing a commercial-recreational focus adjacent to a broad public access promenade along the shoreline;
6. The enhancement of the North Basin with shoreline improvements serving recreational uses to promote boating, fishing, windsurfing, and transient mooring in the existing sheltered water;
7. The creation of a sports center in the North Basin strip oriented to a wide range of active recreation pursuits including: four ball fields, boat rental facilities, public restrooms and changing rooms, bleachers for viewing water sports in the North Basin, indoor sports facilities and outside court games;
8. A second phase 350-room hotel north of Gilman Street in the area presently occupied by horse barns serving Golden Gate Fields.

IMPLEMENTATION STRATEGIES AND PHASING

The implementation of the Preferred Alternative can utilize a number of regulatory approaches to integrate publicly-sponsored and privately-supported activities. The concept for the Preferred Alternative, however, is not dependent upon public financing. It is assumed that the development program for the Berkeley Waterfront is a self-sufficient, privately-financed project which generates an internal rate of return sufficient to offset both capital and operating costs. Additional desirable improvements, beyond those

required to serve the private development uses, may be made with the provision of public funds. The basic elements of the implementation strategy for the waterfront include:

1. Development will follow a phased construction program responding to the existing lease of a portion of the waterfront to the Pacific Racing Association through 1997;
 - Phase I: This area is between University Avenue and Virginia Street.
 - Phase II: This area is between Virginia Street and the Albany City limits. This area is presently under lease.
 - Phase 0: Improvements in the area south of University Avenue to the Emeryville City limits are not dependent on any time frame critical to implementation of the Preferred Alternative.
2. Costs associated with the development of the area between University Avenue and the Albany City limits are assumed to be the responsibility of the developer and would be paid for by the revenues generated from the economic uses permitted by the development program. These costs would cover:
 - All landfill closure and on-going monitoring and maintenance of the existing landfill at the waterfront;
 - All shoreline stabilization improvements required, stretching from the existing University Avenue outfall along the southerly edge of the Meadow area, along the perimeter of the North Basin and the shoreline stretching to the Albany City limits;
 - All grading and landscaping and public access trail improvements in the development and open space areas in the Phase I and Phase II areas, and all on-going maintenance of the landscaped open space;
 - All roads and parking serving development and open space in the Phase I and Phase II areas. (It is assumed that Caltrans will pay for all improvements to the Interstate 80 corridor, that the frontage road south of University Avenue will be constructed by Caltrans as a two-lane scenic drive, and that all roadways built in the waterfront area will be dedicated to the City.)
 - Reconstruction of University Avenue between the Interstate 80 interchange and the City-owned property at the Marina;
 - Relocation of Marina Drive from the City-owned land adjacent to the Marina and improvements on the City property for the creation of a waterfront promenade;

- All utilities and off-site tie-ins to serve the entire waterfront area, and the provision and dedication of a 25-foot wide utility corridor for underground utilities adjacent to the freeway between University Avenue and the Albany City limits.
- 3. Costs associated with the creation of the public sports center in the North Basin strip would be covered by user fees.
- 4. The upland area south of University Avenue would be dedicated to a public agency or acquired by a public agency. Costs associated with the improvements to the shoreline, trails, or public facilities south of University Avenue would be the responsibility of the public.
- 5. Costs of piers within the Gilman Street ROW are not included in the project nor is the cost of dredging for transient mooring in the North Basin.
- 6. Costs associated with the implementation of the civic-cultural facilities on the western edge of the Meadow are assumed to be borne by the public. A building site for the civic-cultural facilities could be achieved by an exchange of leases with the City for the strip of land between the Waterfront Center commercial development and the Marina edge or by land dedication by the property owner or by public acquisition.
- 7. The fiscal analysis assumes that the City will be responsible for all normal services including public safety, administration, and maintenance of streets and utilities. The analysis also assumes that the City will incur additional costs to maintain and operate a number of public facilities at the waterfront, including a civic-cultural center.

EMPLOYMENT CHARACTERISTICS

The Preferred Alternative is expected to provide 1,020 new private sector jobs. These jobs are associated primarily with the hotel and commercial retail components of the development program. In contrast to region-serving office uses, the job opportunities in the Preferred Alternative are not primarily relocated jobs, but represent new employment opportunities.

On a comparative basis, the hotel and retail uses in the Preferred Alternative provide the most jobs per square foot of development of any uses evaluated in the waterfront planning process. These jobs also provide the greatest percentage accessible to the targeted employment needs identified in Berkeley. Nearly 90 percent of the jobs in the Preferred Alternative have minimal entry-level skill requirements.

The Preferred Alternative will also provide on-site approximately 55 new small business opportunities. These are primarily associated with the retail component of the development program and are located mainly at the Waterfront Center.

A more detailed discussion of the employment characteristics of the Preferred Alternative is included as an appendix.

FISCAL IMPACT

The Preferred Alternative has a positive impact on the City's financial status under the implementation assumptions outlined above, the development at the waterfront will provide a net surplus for the City of approximately \$1 million per year through the completion of Phase I in 1997. With the completion of Phase II development, the net surplus rises to between \$3.4 million and \$5.3 million annually.

The annual costs to the City for the services required of the development at the waterfront start at \$1.3 million in the first year and rise to \$4.9 million by the year 2005. The largest component of these costs is for the provision of police protection.

The major source of City revenue from the development in the Preferred Alternative is the hotel occupancy tax. In and of itself, this City-levied tax is expected to produce sufficient revenue to offset anticipated fiscal costs.

A detailed analysis of the fiscal impacts of the Preferred Alternative is included as an appendix.

ECONOMIC FEASIBILITY

The economic analysis of the Preferred Alternative has been completed, but the report on this work is still in preparation.

TRAFFIC IMPACT

The traffic analysis is still in preparation and will be included with the forthcoming report on the Interstate 80 design alternatives.

4191j/TBWPA

BERKELEY WATERFRONT
PREFERRED ALTERNATIVE

DEVELOPMENT PROGRAM AND GUIDELINES

September 12, 1985 Draft

	Approx. Bldg. Area (Thousands of Sq. Ft.)	Permitted Height	Building Footprint (Coverage)	Offstreet Parking Requirement	Siting Requirements
PHASE I 500-ROOM HOTEL	320	45 feet	100,000 s.f.	500 cars -adjacent to I-80 -min. 300' from shoreline	East Meadow: -East of North Basin shoreline edge and adjacent to Univ. Ave.
CONFERENCE CENTER	40		40,000 s.f.	200 cars -centrally located for visitors -adjacent to frontage rd. & Univ. Ave.	
PHASE I WATERFRONT CENTER Commercial/Recreation: -retail -restaurant and food services -waterfront-related office (max. 33% of enclosed space)	75	25 feet north of a point 670' north of the center line of Univ. Ave.; 15 ft. south of this point	75,000 s.f.	300 cars -includes shared parking w/ civic-cultural center	Marina Edge: -Extending no further than 300 feet from the existing Marina edge; -Retail and food service frontage along public promenade.
PHASE II SPORTS CENTER -ball fields -court games -health club/indoor sports -water-oriented concessions -public changing rooms and bathrooms -restaurants (max. 50% of the enclosed space) -bleachers	40	25 feet	40,000 s.f.	350 cars -min. 150' from shoreline -min. 75' located adjacent to I-80	North Basin Strip: -Between Virginia St. and Gilman St.; -50% of structure set back min. 150' from shoreline; -Unobstructed public access along shoreline.
PHASE II 350-ROOM HOTEL	230	45 feet	77,000 s.f.	350 cars -located adjacent to I-80	Horse Barns Area: -Minimum 200 feet from shoreline; -Average 300 feet from shoreline.
TOTAL PRIVATE BUILDING PROGRAM	705				
PHASE O South of University NATURE PRESERVE -public uses -interpretive center	10	15 feet	10,000 s.f.	25 cars	Brickyard and Berkeley Beach: -Minimum 450 feet from shoreline; -With ancillary structures for public access improvements.
PHASE O West of Meadow INTERNATIONAL CIVIC-CULTURAL CENTER -multi-use auditorium -public meeting rooms -exhibition space -museum	30	25 feet	30,000 s.f.	200 cars -centrally located for visitors -adjacent to Marina Dr. & Univ. Ave.	Marina Edge: -Adjacent to relocated Marina Drive.
TOTAL PUBLIC BUILDING PROGRAM	40				

BERKELEY WATERFRONT
PREFERRED ALTERNATIVE
September 12, 1985

LAND ALLOCATION
(Privately-Owned Lands)

Building Footprints	332,000 s.f. (7.6 Acres)	4.5%
Parking	10.6 Acres	6.2%
Roadways	<u>9.4 Acres</u>	<u>5.5%</u>
Subtotal	27.6 Acres	16.2%
Open Space	<u>142.8 Acres</u>	83.8%
TOTAL	170.4 Acres	

4191j/BWPALA

PHASE 2 HOTEL

350 ROOMS
230,000 SF
MAX. HT. 45'
350 CARS

**PHASE 2
SPORTS CENTER**

ENCLOSED SPACE 40,000 SF
BALL FIELDS, COURT GAMES,
BOAT RENTALS, RESTAURANT,
LOCKERS, SHOWERS,
TOILETS, BLEACHERS,
INDOOR SPORTS
MAX. HT. 25'
350 CARS

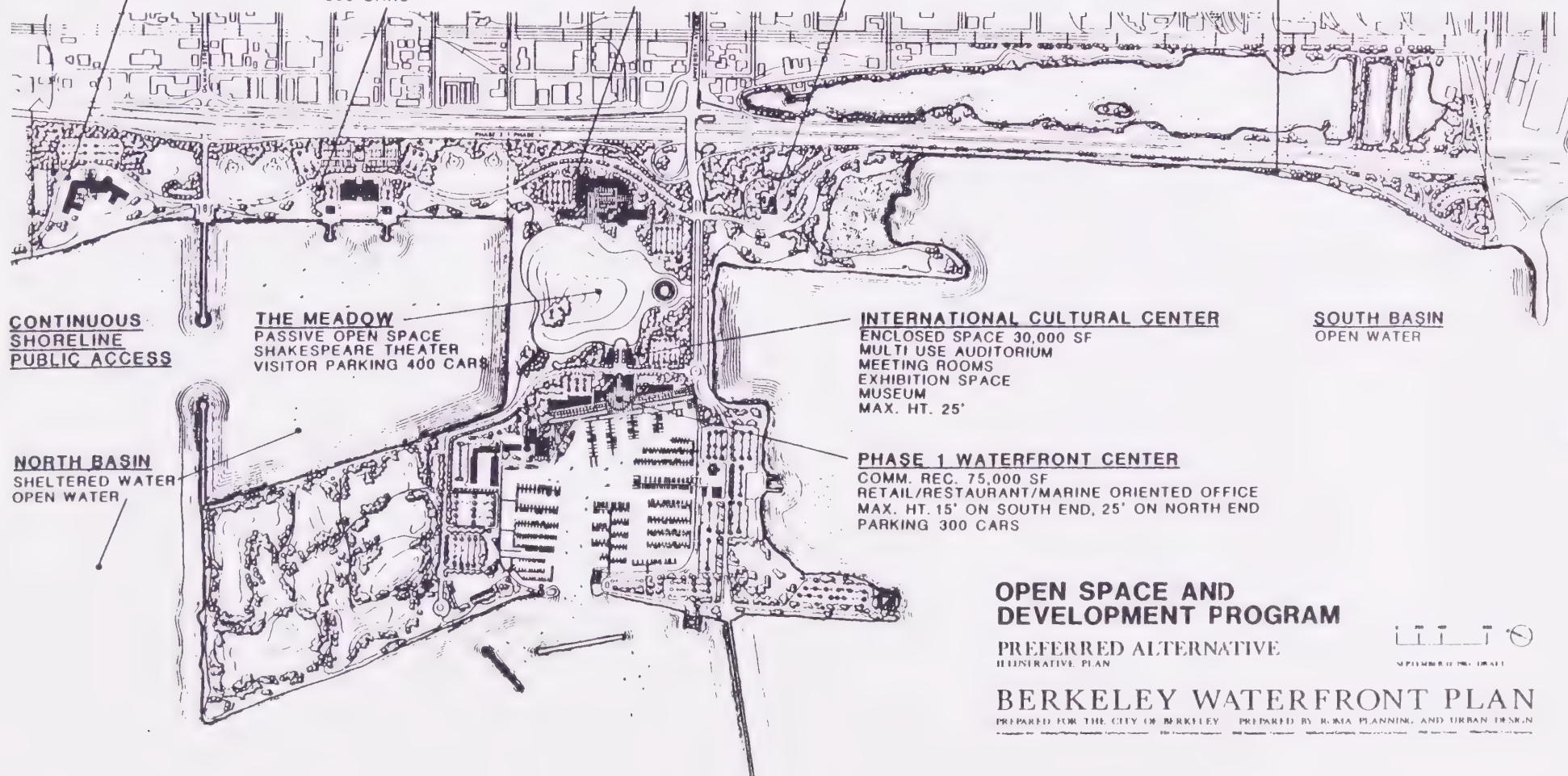
**PHASE 1
HOTEL/
CONF. CENTER**

500 ROOMS
320,000 SF
CONF. CENTER
40,000 SF
TOTAL 360,000 SF
MAX. HT. 45'
500 CARS

**BRICKYARD
NATURE PRESERVE**

PUBLIC USE FACILITY
10,000 SF
MAX. HT. 15'

**BERKELEY BEACH/
SHORELINE TRAIL**



**CONTINUOUS
SHORELINE
PUBLIC ACCESS**

THE MEADOW

PASSIVE OPEN SPACE
SHAKESPEARE THEATER
VISITOR PARKING 400 CARS

INTERNATIONAL CULTURAL CENTER

ENCLOSED SPACE 30,000 SF
MULTI USE AUDITORIUM
MEETING ROOMS
EXHIBITION SPACE
MUSEUM
MAX. HT. 25'

SOUTH BASIN

OPEN WATER

NORTH BASIN

SHELTERED WATER
OPEN WATER

PHASE 1 WATERFRONT CENTER

COMM. REC. 75,000 SF
RETAIL/RESTAURANT/MARINE ORIENTED OFFICE
MAX. HT. 15' ON SOUTH END, 25' ON NORTH END
PARKING 300 CARS

**OPEN SPACE AND
DEVELOPMENT PROGRAM**

PREFERRED ALTERNATIVE
ILLUSTRATIVE PLAN

U.S. DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT
SEPTEMBER 1990 (REV. 1991)

BERKELEY WATERFRONT PLAN

PREPARED FOR THE CITY OF BERKELEY PREPARED BY ROMA PLANNING AND URBAN DESIGN
1000 14TH AVENUE, SUITE 100, BERKELEY, CA 94704 (415) 841-1111

FISCAL AND EMPLOYMENT IMPACTS
OF THE PREFERRED ALTERNATIVE

PREPARED FOR ROMA ARCHITECTS

SEPTEMBER, 1985

CHESTER C. MCGUIRE

MCGUIRE & COMPANY

McGuire & Company

319 FOURTEENTH STREET - OAKLAND, CA 94612
(415) 839-5111

FISCAL ANALYSIS OF THE PREFERRED ALTERNATIVE

The Preferred Alternative was evaluated in terms of its fiscal capacity to carry its own associated costs, and to develop a surplus of revenues over costs. The Alternative does generate more in revenues than it consumes in costs. The results of the analysis are contained in the accompanying table.

Not all of the city services which are affected by the development are included in the fiscal analysis. Some city services, such as refuse collection, street lighting, sewer services, landscape maintenance, and construction building inspections, are on a pay for service basis. The costs are calculated on a break-even basis and user fees are set accordingly. Therefore, the cost for these services should equal the revenues (fees) with no revenue surplus or deficit.

DIRECT COSTS AND CITYWIDE OVERHEAD

In addition to the direct costs for services, each department cost is subject to a citywide overhead rate for general administration such as payroll, legal department, city manager's and mayor's offices, office maintenance and other such costs. The city's applicable overhead rates for departments is factored into the costs.

ASSUMPTIONS ON PRICE INCREASES

Major assumptions in the fiscal analysis are that the general rate of inflation will be six percent per annum (because this is close to the historical inflation rate since 1950), and that property will also increase in value at six percent, and that the strictures on property assessed valuation from Proposition 13 will remain in place. This last point means that property tax revenues will not grow at the same pace as other sources of revenues or municipal costs.

REVENUE

Property Taxes. The project requires an investment of \$126.7 million (not including land) which is the basis for assessed valuation. Under Proposition 13 property can only be increased in value for assessment purposes at two percent per annum, regardless of actual market value. The only exception is when property changes ownership, and is then valued at current market value. Due to incentives in the tax code commercial property is likely to turn over after ten years.

Berkeley receives forty percent of the County property tax, which makes the effective rate for the city .0040 of assessed value.

Hotel Occupancy Tax. Berkeley levies a tax of ten percent of room receipts on lodgings. This is potentially the most significant source of revenue for the project. However, this source is not as secure as the property tax, as it is affected by occupancy rates, which are dependent on the market.

Sales Tax. Berkeley receives one cent of the six and one half cent State sales tax. For this analysis it is assumed that the commercial space generates \$200 per square foot in sales on an annual basis. The hotels also generate taxable sales for meals, goods and services in an amount equal to 20 percent of room revenues.

Utility Users Tax. Utility users taxes are levied at five and one half percent of PG&E and telephone bills. This is not only a potentially stable source of revenue, but the base of utility bills is certain to rise at least matching the rate of general inflation.

Real Estate Transfer Tax. Real estate transfer tax is levied on property sales in Berkeley, at a rate of one percent of the sale price. Incentives in the tax law encourage holding commercial property for approximately ten years.

Business Licenses. Business license fees are levied on gross receipts or value added, which vary with the businesses.

Proposition E. Library relief is provided by Proposition E which assesses a fee on the square footage of buildings.

COSTS

Public Safety. Public safety costs are the most substantial category of incremental costs associated with the alternatives. Development will require increased police protection in the form of additional beats.

The police department believes that any increase in activity at the waterfront will necessitate two new beats. Even low intensity development, when added to the activity already at the waterfront, would require significant upgrading of the police service for the area.

The level of development in this alternative may not require a new fire station west of the freeway. For purposes of this analysis it is assumed that a new station would not be required as a result of this development.

Administration. Realizing the City's objectives for economic development will place an additional burden on the city's administration. In order to create new opportunities for unemployed and under employed Berkeley residents and enhance affirmative action, targeted jobs and business assistance programs would be required.

Additional restaurants, transient hotels and business offices would increase the workload of the Health and Human Services Department, for inspections and compliance activities.

Maintenance. Several categories of annual maintenance are required by the project which are above and beyond the normal range of city services. These specific categories are: (1) landfill closure, (2) shoreline protection, (3) open space landscaping, (4) roads, (5) utilities, and (6) community facilities.

The first three categories of maintenance expenses (landfill closure, shoreline protection and open space landscaping) are assumed to be project costs and are borne by the private development, and are not included in the fiscal analysis. The remaining costs (roads, utilities and community facilities) are assumed to be public maintenance costs and are, therefore, included in the fiscal analysis.

NOTES FOR TABLE 1

A. Development

Development totals are for the actual number of hotel rooms or the square feet of commercial space put in place.

B. The investment amounts refer to the dollar value of construction in place at that time at current prices.

The assessed valuation for the tax base is based on the value of the amount of construction in place. The figure for the assessed valuation in any year has three components: (1) the amount of prior year's construction already on the tax rolls which is allowed to increase at two percent per annum; (2) the amount of that property already on the tax rolls which transfers ownership and is then revalued at the market rate, and (3) the year's increment of new construction which is valued at the market rate in that year. The turnover rate is assumed to be ten years for commercial property. Properties that turn over are assumed to have appreciated at six percent per year.

The sum of the three value components described above is the adjusted Proposition 13 tax basis, and is the assessed valuation base for figuring the property tax. This figure does not, however, contain a component for land value, as that is unknown at this time.

C. Employment is based on: 3 employees per 1,000 square feet of retail space and .7 employee per hotel room. Hotel employment could vary from 0.7 to 1.0 persons per room, depending on the level of services offered by the hotel and related facilities.

D. Fiscal Revenue

1. Property tax is based on Berkeley's rate times the Adjusted property tax base. Berkeley's rate is .0040 of the County one percent tax, and a special library tax of .0022. The .0022 levy will expire by 1990. Property taxes are figured only on the .0040 rate.

2. Hotel occupancy tax is figured on the basis of a room rate of \$114 in 1989, at 72 percent occupancy (after allowing two years at less than 72%), times the ten percent tax rate. It is assumed that room rates will increase six percent per year.

3. Sales tax on retail is figured at the Berkeley portion of one percent of sales, times an average of \$200 per square foot of retail space (based on current figures for small shopping centers as recorded in The Dollars and Cents of Shopping Centers (1984 edition), published by the Urban Land Institute. Inflation is assumed at six percent per annum.

4. Hotel sales tax is figured on the basis of taxable sales equaling 80 percent of the room rate, estimated from Pernell, Kerr and Foster, Trends in the Lodging Industry.

5. The utility users tax is levied on PG&E and telephone bills at the rate of 5.5 percent. The following rates were used to estimate these expenditures: Office, at \$4.00 per square foot per year; hotel at \$2.00, retail at \$1.50 and residential at \$0.90. These factors are composites based on information from the City of Berkeley, PG & E, Pacific Bell, and a survey of office users by McGuire & Company. Utility expenses are assumed to rise at five percent per annum.

7. The real estate transfer tax is levied on property transactions at the rate of one percent of sales price. It is assumed that commercial property turns over every ten years .

9. Business license fees are levied on gross receipts at: .00094 for retail, .00285 for professional office, and .00847 for rental property.

10. Library relief Proposition E is levied on the basis of 4.5 cents per square foot of commercial space. The levy rises with the Consumer Price Index, with a cap at seven percent. It is assumed that the levy will continue and rise at six percent.

E. Fiscal Costs

1. Public safety costs are based on the departmental cost of an officer, fully loaded with fringe benefits and all departmental support. The average cost per employee is \$60,252 (FY 1985-86 Budget). To this must be added the city's overhead rate of approximately 20 percent (for combined police and fire) making the actual total approximately \$72,000. Costs are assumed to rise at eight percent per annum based on experience.

Fairly estimating the real costs of public safety (and other costs as well) requires that consideration be given to the impact of development on the entire department. The most obvious costs are those for patrolmen. However, other departmental functions would be impacted, such as supervision and administration, communication, training, the detective division and Chief's office in the police department, inspections, animal control and parking. Therefore, the total departmental cost is the proper basis for estimating the incremental costs. The real unit cost is more than the cost of merely putting a patrolman in place, but also the supporting costs and extra burden placed on the entire department.

2. It was assumed that a new fire station would not be required. However, for illustrative purposes, if a new station would be required: (1) it would cost \$2 million for a structure and equipment, and (2) it would require a complement of 10 persons.

3. Administrative costs are the minimum increased burdens for staffing the targeted jobs outreach program and additional personnel for inspections and other direct services required by the development. An allowance was made for 1.5 additional persons (FTE). Administrative costs are assumed to rise at six percent per annum based on experience.

4. Maintenance costs include annual costs for (1) roads and utilities and (2) community facilities such as an auditorium and exhibition hall.

Certain kinds of maintenance such as lighting, landscaping, sewer service and refuse collection are not included in the analysis since these functions are on a pay for service basis or special districts.

FISCAL ANALYSIS

	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
DEVELOPMENT PROFILE																	
HOTEL ROOMS #1	500																
HOTEL ROOMS #2											350						
CONFERENCE CENTER (SQ FT)	40,000																
COMMERCIAL #1 (SQ FT)	75,000																
COMMERCIAL #2 (SQ FT)											40,000						
INVESTMENT PROFILE (\$)																	
HOTEL #1 and CONFERENCE C	78,635,200																
HOTEL #2											84,903,930						
COMMERCIAL #1	14,919,030																
COMMERCIAL #2											7,242,000						
TOTAL INVESTMENT	93,554,230										92,145,930						
ASSESSED VALUATION	99,280,497	101,266,107	103,291,429	105,357,258	107,464,403	109,613,691	111,805,965	114,042,084	116,322,926	118,649,385	120,222,958	124,027,417	124,927,966	125,926,525	126,025,056	126,522,557	127,053,068
EMPLOYMENT																	
HOTEL	350	350	350	350	350	350	350	350	350	350	595	595	595	595	595	595	595
COMMERCIAL	305	305	305	305	305	305	305	305	305	305	425	425	425	425	425	425	425
TOTAL	655	655	655	655	655	655	655	655	655	655	1,020	1,020	1,020	1,020	1,020	1,020	1,020
FISCAL REVENUE																	
PROPERTY TAX	397,122	405,064	413,166	421,429	429,858	438,455	447,224	456,168	465,292	474,598	960,892	980,110	999,712	1,019,706	1,040,100	1,060,902	1,082,120
HOTEL OCCUPANCY	1,302,305	1,505,939	1,596,295	1,692,073	1,793,597	1,901,213	2,015,286	2,136,203	2,264,375	2,400,237	3,781,041	4,322,542	4,804,240	5,092,494	5,398,044	5,721,926	6,065,242
SALES TAX - RETAIL	178,652	189,372	200,734	212,778	225,545	239,077	253,422	268,627	284,745	301,829	490,573	520,008	551,208	584,281	619,338	656,498	695,888
SALES TAX - HOTEL	104,184	120,475	127,704	135,366	143,488	152,097	161,223	170,896	181,150	192,019	302,483	345,803	384,339	407,400	431,843	457,754	485,219
UTILITY USERS	57,645	61,104	64,770	68,656	72,776	77,142	81,771	86,677	91,878	97,390	165,995	175,955	186,512	197,703	209,565	222,139	235,467
REAL ESTATE TRANSFER											1,882,495						
LIBRARY PROP E	79,200	99,000	118,800	138,600	158,400	178,200	198,000	217,800	237,600	257,400	445,725	477,563	509,400	541,238	573,075	604,913	636,750
BUSINESS LICENSE	17,865	18,937	20,073	21,278	22,554	23,908	25,342	26,863	28,474	30,183	49,057	52,001	55,121	58,428	61,934	65,650	69,589
TOTAL REVENUE	2,136,975	2,399,891	2,541,542	2,690,179	2,846,217	3,010,092	3,182,267	3,363,234	3,553,513	3,753,657	8,078,262	8,873,981	9,490,332	7,901,249	8,333,899	8,789,782	9,270,275
FISCAL COSTS																	
POLICE	761,874	822,824	888,650	959,742	1,036,521	1,119,443	1,208,998	1,305,718	1,410,175	1,522,989	1,644,828	1,776,415	1,918,528	2,072,010	2,237,771	2,416,793	2,610,136
FIRE	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ADMINISTRATIVE	107,642	114,100	120,946	128,203	135,895	144,049	152,692	161,853	171,564	181,858	192,770	204,336	216,596	229,592	243,367	257,969	273,448
MAINTENANCE																	
COMMUNITY FACILITIES	137,800	146,068	154,832	164,122	173,969	184,407	195,472	207,200	219,632	232,810	447,915	700,880	742,933	787,509	834,760	884,845	937,936
ROADS AND UTILITIES	282,271	299,207	317,159	336,189	356,360	377,742	400,407	424,431	449,897	476,891	505,504	817,317	866,356	918,337	973,437	1,031,844	1,093,754
TOTAL COSTS	1,289,586	1,382,199	1,481,587	1,588,256	1,702,746	1,825,641	1,957,368	2,099,202	2,251,269	2,414,548	2,791,017	3,498,948	3,744,413	4,067,448	4,289,335	4,591,451	4,915,274
NET REVENUES	847,389	1,017,692	1,059,954	1,101,924	1,143,471	1,184,451	1,224,699	1,264,032	1,302,245	1,339,108	5,287,244	3,375,034	3,746,119	3,893,801	4,044,564	4,198,331	4,355,002

EMPLOYMENT

How Many Jobs Would Be Created?

A total of 1,020 new jobs would be created in the private sector: 595 in the hotels and 425 in the commercial space and convention center. In addition, some job opportunities would be created in the public sector. For example, the open space maintenance and recreation activities would produce from 15 to 20 new jobs. There would also be some new jobs from the the community facilities, such as the exhibition space and auditorium.

What Kind of Jobs Would Be Created?

Of the hotel jobs, 10 percent would be managerial or skilled jobs, and 90 percent would be service, clerical or jobs with minimal entry level requirements.

Of the convention center and commercial jobs, 10 percent would be management, 40 percent sales related, and half in the broad service category. Here again, the entry level requirements for most of the jobs would be minimal.

Maintenance of the extensive open spaces and recreational opportunities would be an additional source of jobs. Depending on the final configuration, the site would produce one job for every 10 to 15 acres of open space, which would result in the neighborhood of 15 to 20 new jobs.

Would The Jobs Represent New Opportunities?

Almost all of the jobs would be new jobs, rather than transferring existing jobs to a new location. For example, a new hotel would more than likely be a new entity, rather than an existing hotel merely going to a new location. Whereas an office building would likely have tenants who are relocating with existing workers, a new hotel would have to seek new help.

Who Would Get the Jobs?

Most of the jobs would go to East Bay residents since they are not the kind of jobs for which people commute long distances. For example, at the Marriott on the Berkeley marina, most all of the employees, and applicants for employment, come from between East Oakland and Richmond, with many from Berkeley.

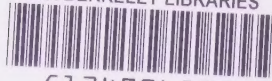
How Many New Business Opportunities Would Be On the Site?

The 115,000 square feet of Commercial space represent opportunities for new businesses. In small commercial centers the size of shops and restaurants varies enormously. However, for illustrative purposes, the

average size of a business in Jack London Village is less than 1,000 square feet. In Larkspur Landing the average size is 4,000 square feet. Given an average business size of 2,000 square feet, the plan would represent approximately 55 business opportunities.

Each business opportunity would also offer employment opportunities of three jobs for each 1,000 square feet of space.

U.C. BERKELEY LIBRARIES



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